

DR. SAMATTHACHAI YAMSA-ARD *(Lecturer)*



(อาจารย์ ดร.สมรรถชัย แยมสอาด)

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Education:

B.Eng., Major: Electronics and telecommunication engineering, King Mongkut's University of Technology Thonburi, THAILAND

M.Sc., Major: Supply chain management, NEOMA Business School, FRANCE

Ph.D. in Management, NEOMA Business School, FRANCE

Teaching:

- Quality Management in Logistics and Service Industry
 - Globalization and Logistic Management
 - Global Economy and International Supply Chain Analytics
 - Quantitative Model for Logistics Management
 - Special Topic in Logistics and Supply Chain Management
 - Procurement and Supply Management
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Areas of Interest:

- Decision support system
 - Supply chain management
 - Perishable product management
 - Supply chain resilience strategy
 - Food supply chain management
 - Pricing strategy
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Researches & Consulting Projects:

- Consulting Project: 3rd Mission X: Executive Digital Transformation by SCB and VISTEC (2021)
- Consulting Project: Green Supply Chain Best Practice Implementation and Carbon Footprint Evaluation for Export Industries, funded by Department of Primary Industries and Mines, Ministry of Industry (2015)
- Consulting Project: Green Supply Chain Best Practice Implementation and Carbon Footprint Evaluation for Export Industries, funded by Department of Primary Industries and Mines, Ministry of Industry (2014)
- Research Project: Palm Oil and Oil Palm Supply Chain and Market Structure in Northern Thailand: Case Study of Market Opportunities in R3A Economics' Route, funded by Agricultural Research Development Agency (Public Organization), (2015)
- Research Project: Value Chain Analysis and Modern Logistics Management of Thai Tea to Enhance ASEAN Tea Market Performance, funded by National Research Council of Thailand (2016)
- Research Project: The Analysis of Trade Performance and Business Opportunities Enhancement of Thai Processed Vegetable and Fruit to India Market, funded by Department of Primary Industries and Mines, (2016)

Publications:

- Pongpruttikul, P., & Yamsa-ard, S. (2022). Market Opportunities and Accessibility for Consumers of Thai Tea: Trends, Trade, Consumer Behaviors, and Marketing Strategy in ASEAN. *Journal of Management Science Chiangrai Rajabhat University*, 17(1), 23-42.
- Fakkhong, K., & Yamsa-ard, S. (2022). โอกาสและอุปสรรคทางการตลาดของอุตสาหกรรมกาแฟและผลิตภัณฑ์กาแฟบนที่สูงของไทย เพื่อเพิ่มความสามารถในการแข่งขันทางการตลาดในประเทศกลุ่มประชาคมอาเซียน. *Journal of Humanities and Social Sciences Thonburi University*, 16(1), 56-67.
- Yamsa-ard, S. (2022). NEVER BET THE FARM: How Entrepreneurs Take Risks, Make Decision—and How You Can. Too. *Suthiparithat (Journal of Business and Innovation: SJBI)*, 36(1), 128-129.

- Yamsaard, S. (2021). Managing International Perishable Food Supply Chain: A Literature Review. *In 2021 1st International Conference On Cyber Management And Engineering (CyMaEn) (pp. 1-6). IEEE.*
- Yamsa-ard, S. & Ben Abdelaziz, F. (2019). Multi Objective Optimization For International Perishable
- Food Supply Chain Under Stochastic Demand And Fuzzy Deterioration Rate. *Proceedings of the International Conference on Multiple Objective Programming and Goal Programming*. Marrakech, Morocco, October 28-31, 2019
- Yamsa-ard, S. & Ben Abdelaziz, F. (2019). A Conceptual Framework Of Multi Objective Optimization For International Perishable Food Supply Chain Under Stochastic Demand And Fuzzy Deterioration Rate. *Proceedings of the International Conference on Industrial Engineering and Operations Management*. Bangkok, Thailand, March 5-7, 2019
- Yamsa-ard, S., Areerat, S., Phooongsak, S., Kiewkalong, N., & Ho, P. (2019). Modern logistics management of Thai tea to enhance competitiveness in ASEAN market. *In The 6th National Sustainability in Business Conference & Journal 2019 (pp. 1132-1141)*